

2022 AT A GLANCE

SATURDAY, OCT. 8

10 a.m. – 1 p.m.

Registration

Los Rios

(closed during keynote)

10 a.m. – 12:30 p.m.

The Bureau sessions

sponsored by SNO Sites

Garden Terrace

1 p.m.

Welcome Assembly

Regency

Keynote Speaker

Tony Plohetski

sponsored by

Walsworth Publishing

3 – 5 p.m.

Intensive Writing

David Knight &

Scott Winter

2:15 – 8 p.m.

Contests

Judges' meal

provided by Herff Jones

SUNDAY, OCT. 9

7:30 – 8:30 a.m.

Advisers' Hospitality

hosted by Balfour Publishing

8 – 10 a.m.

Late Registration

8 a.m. – 4 p.m.

Exhibits

8:30 – 11:20 a.m.

Class Sessions

11:30 a.m. – 1:30 p.m.

Advisers' Luncheon

hosted by Jostens

1:30 – 5 p.m.

Class Sessions

MONDAY, OCT. 10

9 a.m.

Featured Speaker

Tamir Kalifa

sponsored by

Walsworth Publishing

Awards Ceremony

Prize Drawings

Wiñata a Piñata & more!

(must be present to win)

QUESTIONS?

Convention Director

PJ Cabrera

convention@taje.org

Executive Director

Cindy Todd

director@taje.org

fall fiesta

TEXAS ASSOCIATION OF JOURNALISM EDUCATORS CONVENTION

SEEK
SHARE
SHINE
IN
SAN ANTONIO
OCT. 8-10

WHO WILL BE THERE

Media advisers and scholastic journalists will converge to learn, share, compete and celebrate during the three-day convention.

Keynote Speaker **Tony Plohetski** is a national award-winning journalist whose work spans print, television and digital media. He has chronicled some of Texas' biggest stories, and his investigative and accountability reporting has led to indictments and prompted new state laws and other government reform.



Keynote Speaker
Tony Plohetski

He joined the Austin American-Statesman in 2000, and since 2013, he has worked in partnership with KVUE, where he is the station's senior reporter. Plohetski has received more

than two dozen national and state journalism honors, including a national Edward R. Murrow Award, three National Headliner awards and the prestigious Hillman Prize in broadcasting, which honors journalists "who pursue investigative reporting and deep storytelling in the service of common good."

In 2021, he was the inaugural winner of the Dan Rather Medal for News & Guts for journalistic courage and was named Star Reporter of the Year by Texas Managing Editors, an honor for which he was twice runner-up in the past decade. [Read more at taje.org](http://taje.org).

David Knight and Scott Winter will again lead an Intensive Writing session 3 p.m. – 5 p.m. Saturday during on-site contests. Preregistration is required, and cost is \$20 per student and/or adviser.

On Sunday, **advisers and pros** will teach sessions covering all aspects of scholastic journalism, and on-site critiques will provide staffs with valuable feedback. Registration will be waived for teachers who volunteer by Sept. 24 for at least two activities including speaking, judging or doing on-site critiques.

Monday's featured speaker, **Tamir Kalifa**, is an Austin-based "visual journalist." His work has been published in The New York Times, The Washington Post, The Wall Street Journal, USA Today, The Smithsonian Magazine, The Boston Globe and The Austin American-Statesman among others.

THE BUREAU

Get there early on Saturday morning to take advantage of **The Bureau**, which will offer quick tips sessions, Ted Talk-style presentations and staff showcase opportunities during registration from 10 a.m. to 12:30 p.m. Luggage welcome!

HOTEL INFO

The Hyatt Regency San Antonio Riverwalk is the official convention hotel. See separate sheet for more information. Hotel cutoff date is **Sept. 19**.

CELEBRATIONS & FUN

Honor 2022 Trailblazers, Pathfinders, Texas Treasures and Friends of Journalism at the Sunday **Advisers' Luncheon**. RSVP during registration.

In addition to prize drawings, Monday's **Awards Ceremony** will recognize the Administrator of the Year, individual contest winners and Best of Show recipients.

ON-SITE CRITIQUES

Drop off your media at the registration desk on Saturday, Oct. 8 by 3 p.m. Preregistration is required, and you will receive a critique time at Saturday check-in. Cost is \$15 per critique.

MEMBERSHIP

You may join or renew your memberships in TAJE, JEA, ILPC, ATP, SIPA, NSPA and CSPA as you register online. You must complete the online membership form or email the PDF to Cindy Todd at director@taje.org. Membership payments may be included in your registration check.

Remember, advisers must be current TAJE members for students to compete in contests.

REGISTRATION & PAYMENT

Register at taje.org

Early-bird registration due by **Sept. 19**:
\$35 per person (discount for staying at the convention hotel)
\$45 per person (at another hotel)

\$40/\$50 after Sept. 19
Walk-in registration is \$60 per person.

Include payment for all registrations, contests, memberships, etc., in one check made payable to TAJE. If you need to use a credit card, contact Cindy Todd at director@taje.org.

No refunds will be issued after Oct. 5; however, credit may be given toward 2022-23 TAJE contest fees.

Hotel payments must be made directly to the hotel.

Mail payments to (new address):

**Fall Fiesta
TAJE
PO Box 176
Buda, TX 78610**

CONTESTS

Please refer to the complete rules at taje.org.

- Advisers must be current TAJE members for students to participate in all contests.
- Preregistration is required for all contests. Name substitutions will be allowed at registration.
- No late entries will be accepted.
- Cost is \$10 per entry, except for Scavenger Hunt, which is \$30 per team.

SATURDAY ON-SITE CONTESTS

Students may enter only one of these.

WRITING & DESIGN

- New: Contest entries will no longer be printed. Contestants must have a **personal** Google account (not school) to upload entries.
- Schools may enter only one student per contest except where indicated.
- Contest time: 3-5 p.m. except for In-Depth Package, which is 2:30-8 p.m.

[Yearbook Theme Package](#) (one team of two)

[Headline Writing](#)

[Yearbook Copy](#)

[In-Depth Package](#) (a team of three)

[Newspaper Design](#) (new rules in 2022)

[News Writing*](#)

[Editorial Writing*](#)

[Feature Writing*](#)

[Review Writing*](#)

[Sports Feature Writing*](#)

[Editorial Illustration*](#)

**Live Interview/Performance*

PHOTO

- Students will need a computer for uploading entries in these contests.

Digital Photo

- No more than six students per school
- Students must bring their own cameras/accessories.
- Contest time: 2:30- 6 p.m.

Team Scavenger Hunt

- Teams of three-five students using a single digital camera
- Contest time: 2:15-5:15 p.m.
- Cost: \$30 per team

Please bring a power strip if you plan to use a computer.

VIDEO

- Entries must be submitted on SD cards or flash drives in an MPEG4 or MOV file. No cameras or tapes.

Broadcast Package

- Teams of up to two students
- Contest time: 2:30-7:30 p.m.

Videography

- One student per school
- Contest time: 2:30-5:30 p.m.

Digital Reporting

- Teams of up to two students.
- Contest time: 2:30-5:30 p.m.

[Register for contests at taje.org by Oct. 1.](#)

No late entries will be accepted.

QUESTIONS?

Contest Director
Andrea Negri
contests@taje.org

New for 2022:

Contestants are required to have a **personal** Google account (not a school account) to upload writing and design contest entries. They will no longer be printed.

UPLOADED PRECONVENTION CONTESTS

See rules for uploading instructions.

WRITING & DESIGN

- Schools may enter only one student per contest except where indicated.
- Entrants may also compete in on-site contests.
- Must be uploaded by 6 p.m. Oct. 7

[Infographic](#) (new in 2022)

[Marketing](#)

[Beginning Yearbook Design](#)

[Advanced Yearbook Design](#)

PODCAST

- Limit of two entries per school per category. Each student is limited to one entry per category.
- Entries must have been produced after Oct. 1, 2021.
- Entries must be submitted online no later than 6 p.m. Sept. 23.

CATEGORIES: [Non-Fiction Narrative](#), [Interview/Conversational](#), [Hybrid with Host and Interview\(s\)](#)

PHOTO

- Each student is limited to one entry per category, but a student may enter more than one category.
- Schools may enter three students per category.
- Students do not need to attend the convention to enter uploaded contests, but a student from the school must be a registered convention delegate.
- Photos must have been taken after Oct. 1, 2021.
- Entries must be submitted online no later than 6 p.m. Sept. 23.

CATEGORIES: [Sports Action](#), [Sports Reaction](#), [Feature](#), [News](#), [Portrait](#), [First-Year Photo](#), [Photography Portfolio](#)

VIDEO

- Limit of two entries per school per category. Each student is limited to one entry per category.
- Videos must have been produced after Oct. 1, 2021.
- Entries must be submitted online no later than 6 p.m. Sept. 23.

CATEGORIES: [Commentary](#), [Commercial/PSA](#), [News Story](#), [Feature Story](#), [Sports Story](#)

New: A \$25 handling fee will be added to schools entering students in uploaded contests but not attending the convention. They must also register and pay for one student in order to compete. These entries will not count toward Sweepstakes. All other rules apply.

BEST OF SHOW

At least one student from the school must register for and attend Fall Fiesta to enter.

Best of Show categories are **broadcast** (one show produced 10/19/21 - 10/7/22), **print news** (one issue published Oct. 19, 2021 - Oct. 7, 2022), **online news**, 2022 **literary magazines** and 2022 **yearbooks**. Depending on the number of entries, categories may be divided by size of publication or school.

Yearbooks, lit mags and print news must be turned in to the registration desk by 3 p.m. Saturday, Oct. 8. Links to broadcasts and online news publications must be uploaded via the appropriate forms at taje.org by Oct. 7.

Best of Show will be judged Saturday evening. If you will not be at the convention until Sunday and want to enter Best of Show, you must send your print publication to the TAJE address with arrival before Oct. 4. Contact director@taje.org if you need a street address for delivery.

Cost: \$20 per publication entered.

DO NOT bring videos to the convention. DO NOT mail in videos.

Winners will be announced at the Monday morning awards.